

THE MYTH OF AVERAGE

During the **Industrial Revolution**, statistical averages become the benchmark for measuring human potential.



AVERAGE PERSON is born.



Average becomes **NORMAL**



Average enables **SCALE**.



Averages are used to design and define everything we create to provide broader access to products and services including education and learning environments.



Average **Doesn't Exist**

Modern science shows us that because we are highly variable, averages don't effectively measure individual talent.



You have a **JAGGED PROFILE**

If we measured your potential we would find a unique collection of strengths and weaknesses.



Learning environments designed on average are **designed for nobody**.

Average Destroys **TALENT**



We need to **incubate and grow talent** of the broadest kind to thrive in the 21st century.

